

Those Sample Dresses Are on Sale at Reduced Prices.

WE have about 300 Dresses left from our annual sale of the Keystone Mfg. Co.'s sample line, including infants' long and short dresses and children's dresses and skirts; they were originally marked at a third less than the usual retail prices, but further reductions bring the savings down to about 5%.



Long and Short Dresses, trimmed with embroidery, 59c and 69c values, at **39c**

Long and Short Dresses and Skirts of Nainsook, trimmed with laces and embroideries, 98c and \$1.25 values, at **69c**

Long and Short Dresses and Skirts of imported Nainsook, trimmed with fine laces and embroideries, \$1.49 and \$1.75 values, at **98c**

Long and Short Dresses and Skirts of India Linen and French Nainsook, beautifully trimmed with fine Val. and Point de Paris laces, \$3 and \$3.50 values, at **\$1.98**

Long and Short Dresses and Skirts of Persian and French Lawns, trimmed with Swiss embroidery and French Val. laces, \$4.50 and \$5.00 values, at **\$2.98**

Long and Short Dresses of French and Persian Lawns, trimmed with handmade tulle and Val. laces and nainsook embroideries, \$7.00 and \$7.50 values, at **\$4.50**

Spring Silks Under-Price.

YOU will hardly expect to purchase the newest weaves, patterns and colorings in silks for spring wear at a fourth to a third under price, but that is exactly the opportunity Monday's sale gives you. You must attribute it to some extremely fortunate purchases made many months ago.

Black China Silk, unusually wide (36 in.), suitable for dresses, waists and lining, just 8 pieces, or about 400 yds., \$1 grade, per yd. **59c**

New Foulards, both satin and twilled, with small dots and various sizes of figures, all shades, 24 inches wide, very desirable for shirt-waist suits, \$1 quality, per yard **69c**

The New Silks for Shirt-Waist Suits, an immense collection of beautiful fabrics in the newest weaves and designs—they are mostly small figures, which will be much favored this season, and there is a complete line of colors from which to choose. The saving on such standard silks is quite marked, being 25%; \$1 grade, yd. **75c**

New Black Beau de Soie, 36 in. wide, all silk, suitable for spring coats, \$1.25 grade, yd. **95c**

Valentines in Great Variety

COMPLETE line of Valentines will be found on the main floor near Broadway entrance, also at the main Washington av. doand in shoe aisle.

1c Lace Valentines on special sale Monday at, per dozen **5c**
2c Lace Valentines on special sale Monday at, per dozen **10c**
3c Lace Valentines on special sale Monday at, per dozen **15c**
Heart-Shape Valentine Cards, per dozen **6c**
Dainty Valentine Cards, box of 50, assorted, **25c**
Comic Valentine Cards, per dozen **10c**
Large Comic Valentine Cards, each 2c; 3 for **5c**
Gibson Calendar for 1904, **\$1.00**



Beautiful Imported Robes At Extremely Low Prices.

The winter season is quickly drawing to a close and we have a number of robes on hand which we must get rid of; there can be no alternative—it's imperative that we dispose of them before the new ones come in, as they will demand show room and store room, and we have not a superabundance of it, as every one knows; for that reason we are actually compelled to make such radical reductions. You will agree with us that it's a buying incentive hard to resist. These robes are of Voiles, Chiffons, Nets, Laces, Crepe de Chines, Cloths and Spangled effects in white, black and colors, very exquisite designs. Prices follow:

\$12.50, \$15.00 and \$18.00 Robes are offered at **\$7.50**
\$20.00, \$25.00 and \$30.00 Robes are offered at **\$12.50**
\$35.00, \$40.00 and \$45.00 Robes are offered at **\$17.50**
\$50.00 to \$60.00 Robes are offered at **\$24.75**
\$65.00, \$75.00 and \$85.00 Robes are offered at **\$34.75**
\$90.00, \$100.00 and \$125.00 Robes are offered at **\$49.50**

Solid Collars, Stocks, etc., that sold for up to 50c on sale in Neckwear Department, Main Floor, at **10c**

In Basement Lace Section
Cambric and Nainsook Embroideries up to 6 inches wide, a splendid assortment, worth almost double our special sale price—per yard, **10c**

Solid Embroidery Remnants, lengths run from 5 to 6 yards, the 12 1/2 kind on sale in basement Monday, **5c**

The Basement, as Usual, Offers Its Quota of Splendid Bargains for Monday

French Percaline—Beetle finish, known as the best Percaline Lining in the market, Simpson's goods, 36 inches wide, Bookfold, a good assortment of colors, regular retail price 25c a yard, on sale from 8 to 10 in basement—per yard **7 1/2c**

Dress Prints—Figured and striped, full standard, in gray, red and navy blue—worth 75c a yard, from 8 to 10, in basement—per yard **4c**

Dress Plaids—Double-width, fancy woven Scotch Plaids—worth 15c a yard, at **5c**

Dress Satens—32 inches wide, fancy printed, neat small figures, navy blue and black, fine mercerized—worth 15c a yard, at **10c**

Flannelettes—Fancy printed, fleece 5c

Pique—Fleece lined, fine quality, solid colors, such as pink, blue, white, red and cream—worth 15c a yard, at **10c**

Shaker Flannel—Extra heavy, cotton, sanitary gray—worth 15c a yard, at **7 1/2c**

Madras Shirting—Fancy printed and corded, 32 inches wide—worth 15c a yard, at **8 1/2c**

Pillow-Case Cotton—42 inches wide, extra good quality, bleached—worth 15c a yard, at **10c**

Cambric Muslin—36 inches wide, for women's underwear—worth 10c a yard, at **6 1/2c**

White Pajama Cloth and Checked Nainsooks, 32 inches wide—worth 25c a yard, at **10c**

Hemstitched Table Sets of fine grade linen, one 64 inch and 1 1/2 Nap—**\$2.98**

Memphis Tapestry Tablecloths—Red and white, 10-4 size—worth \$2.00, at **98c**

3 O'Clock Special.

Monday at 3 o'clock we will place on sale 100 pieces of good quality fast colored blue and white striped Dress Gingham, a large assortment of styles, suitable for nurses' dresses, wrappers, shirting, etc., worth fully 10c yard—on sale at, yd. **5c**

NO MAIL OR PHONE ORDERS FILLED.

Hose Supporters.
Women's Satin Pad Hose Supporters, "Hook-on," fancy frill elastic, all colors; they are good values at 25c—Special Monday, per pair, **15c**



Fastest-Growing Store in America.

We Announce for Monday, February 8th, 1904, Our

Annual Exhibit and Sale of Women's Waists.

For Immediate, Early Spring and Summer Wear—Prices Range From 50c to \$50.00.

IF IT were within the power of the writer to draw a word picture of this exhibit you would probably be of the opinion that his imagination is quite vivid, but an inspection of the waists would cause you to alter that opinion, as you would then feel that it would hardly be necessary to draw upon one's imagination, and that the beauty and elegance of these waists afford sufficient inspiration.

We do not magnify the importance of this exhibition one iota when we say that such a magnificent collection of beautiful and clever waist creations has never before been shown in St. Louis. We realize that this statement sounds quite commonplace, but when you take it in its literal sense you will have derived a correct impression.

The showing is not only magnificent, but comprehensive, involving all classes of waists for present, spring and summer wear. There are complete lines of inexpensive garments as well as the highest class imported model waists.

The decorations this season are very elaborate—rich laces, hand embroidery, shirring, fagoting, hemstitching are favored. Many come in smart tailored effects. There are fully 500 styles, each one bearing fashion's stamp of approval.



Four of the Many Styles Are Here Illustrated.

More than 100 styles of high-class waists of all over lace, chiffons, crepes, peau de cygne and other beautiful filmy materials. They are what women would call "dreams of loveliness" or "perfect gems," so exquisite, so dainty and so entrancingly beautiful are they. And just think! There are more than 100 styles, any one of which can be selected as the prettiest. Prices range from **\$10 to \$50**

Women's Chios Silk Waists, plain tailored and fancy trimmed effects; many of them are our own importation; the styles are exclusive with us; almost 100 styles—prices range from **\$5.00 to \$39.75**

Women's China Silk Waists, in white or black, tucked, pleated and hemstitched; \$5 values—special for Monday at **\$2.98**

Women's Allover Irish Crochet Lace Waists with taffeta bands and fagoting, lined with China silk—special for Monday at **\$5.00**

Women's Novelty Wash Waists, all styles confined to Grand-Leader; materials are handkerchief linens, French lawns, mousseline de soies, wash laces, wash chiffons etc.; you will not find their duplicates in the city, nor effects anywhere near so clever—prices range from **\$6.50 to \$27.50**

The greatest variety of **Women's Wash Waists** we have ever shown—hand-made tailored effects, pure linen, lawns, mohair and other washable materials, also hand-embroidered, lace-trimmed and Mexican Draw-Work Waists, showing the very newest ideas, a wide range of styles—prices range from **\$2.25 to \$5**

Women's White Lawn Waists, neatly tailored, wide pleats and hemstitching—very special for Monday at **50c**

Women's White Wash Waists, 50 different styles of lawns, Madras and mercerized materials—exceptional values at **\$1.00**

Box Stationery.

Pound box of Puritan Velum Note Paper, ruled or plain, 60 sheets of paper and 60 envelopes, a stationery bargain you should not miss—Monday, per box, **19c**

Children's Undermuslins.

An Opportunity for Saving.

IN the face of the very great advance in all classes of cotton goods we are offering Children's Undermuslins of all sorts at prices far below the ordinary, and you will do well not to let this offering go by, as it is quite likely that we will not be in a position to duplicate these special prices, at least for some time.



Children's Drawers, made of Fruit of the Loom muslin, worked buttonholes, trimmed with embroidery and hemstitching—
Sizes 1 to 4 years, per pair, **15c**
Sizes 6 to 10 years, per pair, **20c**
Sizes 12 to 14 years, per pair, **25c**

Children's Petticoats of good muslin, cambric flounce, hemstitched, with cluster of tucks above flounce, ages 1 to 14 years; regular selling prices are 39c and 49c—choice of all sizes Monday at **25c**

Children's Petticoats of good muslin, deep embroidery flounce, finished with hemstitching, ages 1 to 14 years, 65c and 75c values—choice all sizes Monday **49c**

Children's Heavy Jean Drawer Waists, two rows of buttons, worked buttonholes, sizes 1 to 10 years, 15c and 20c values, at **10c**

Children's Gowns of good muslin, Hubbard style, yoke of lace or embroidery insertion and tucks, finished with edge around neck and sleeves; also Boys' Night Shirts, of good muslin, embroidered down front, finished with hemstitching on collar, cuffs and pockets, ages 1 to 14 years, 65c and 75c values—special sale price Monday **49c**

Dress Goods Sale.

WE are daily receiving shipments of the new spring dress fabrics, and those that have been with us during the past few months must be disposed of immediately. With that end in view we have made radical reductions, offering you values quite out of the ordinary.

Colored Dress Goods.

38 inch All-Wool Albatross, in shades of red, pink, old rose, Nile, reseda, tan, navy and pink, 50c quality—Monday, per yard **33c**

38-inch Voile, in the popular colors and black; nice, clean and perfect goods, 85c quality—per yard **50c**

60-inch Tweed Mixtures, in a variety of checks and stripes, suitable for separate skirts and jacket suits, guaranteed for wear, the \$1 quality, yard **59c**

44-inch Knab Etamine, in different shades of brown, blue, gray, tan and green; also black; desirable for spring wear; \$1.25 quality—per yard **85c**

44-inch French Voile, a large variety of the popular colors and black, \$1.35 grade—per yard **98c**

54-inch French Broadcloth, in all colors and black, spotted and striped without additional charge, \$1.60 quality—per yard **98c**

54-inch Scotch Sating, in stripes and plain mixtures, \$1.25 quality—per yard **98c**

Black Dress Goods.

52-inch All-Wool Cheviot, sponged and shrunk, 70c quality—per yard **49c**

44-inch Silk Warp Crepe de Paris, an excellent fabric, 70c quality, per yard **49c**

52-inch Sicilian, excellent grade, warranted pure dye, 70c quality—per yard **49c**

48-inch Canvas Etamine, perfect raven black, \$1 quality—per yard **69c**

44-inch Satin Soleil, guaranteed fast black, permanent finish, \$1.25 quality—per yard **85c**

\$1.50 Black Flax Sicilian, 44 inches wide **98c**
\$1.50 Boucle Striped Armure, 44 inches wide **98c**
\$1.50 French Bedford, 44 inches wide **98c**
\$1.50 Grade Sebastopol, 44 inches wide **98c**
\$1.50 Imported Finetta Cloth, 45 inches wide **98c**
\$1.50 Imported Sharkskin Cloth, 45 in. wide **98c**

Prepare for the World's Fair Visitors—Fit Up Your Spare Rooms—Don't Delay.

We Are Offering Splendid Values in the Things You Will Need.



Plate Rack—Flemish or golden oak finish, 32 inches long—**59c**

Woven Wire Cot—Maple frame—with good cotton top mattress, well made, complete outfit—**\$1.98**

Dresser—Golden oak, beveled plate mirror, double top, size 19x39 inches—like illustration—**\$6.98**

Oak Dressers—Swivel top, drawers pattern shape, mirror beveled, size 24x30—for Monday **\$13.98**

Bedroom Chairs—Oak, gloss finish, cane seat, braced arm, well made, **59c**

Rockers—Ladies' sewing rockers, high back, cane seat—**\$1.25**

Sanitary Steel Folding Couch—like illustration—**\$3.98**

Mattresses—Cotton top, full size, good tick and well tufted—**\$2.25**

Wood Mantel Folding Bed—good springs—**\$9.98**

Mantel Folding Bed—like illustration—**\$5.98**

Sale of Gas Fixtures.
An immense quantity of excellent and well-made fixtures, as illustrated, on sale at special prices—
4-Light \$2.49 3-Light \$1.98 2-Light \$1.39
Others at \$2.49, \$2.98, \$3.25, \$4.25 and up to \$12.00

150 dozen assorted samples of gas, incandescent, electric and specialties, in silver, etched, frosted and cut-glass designs—worth up to \$1.75—Choice, **39c, 29c and 19c**

Royal Gray Steel Enamelware At Half the Regular Prices.

WE bought a solid carload of Royal Gray Steel Enamelware direct from the manufacturers at a price that enables us to offer almost double values in this class of kitchen utensils, etc. EVERY PIECE IS GUARANTEED STRICTLY FIRST QUALITY; no "seconds" among them.



BERLIN SAUCE PAN—quart size; regular price 22c; sale price **19c**



PUDDING PAN—2-quart size; regular price 17c; sale price **17c**



PIE PLATE—9-inch size; regular price 15c; sale price **15c**



COLANDERS—10-inch size; regular price 25c; sale price **15c**



DISH PAN—10-quart size; regular price 25c; sale price **25c**



LIPPED SAUCE PAN—quart size; regular price 19c; sale price **19c**



LIPPED KETTLE—2-quart size; regular price 20c; sale price **17c**



BERLIN KETTLE—2-quart size; regular price 20c; sale price **20c**



TEA KETTLE—2-quart size; regular price 39c; sale price **39c**



COVERED KETTLE—2-quart size; regular price 15c; sale price **15c**



WATER PAI—1-quart size; regular price 37c; sale price **37c**



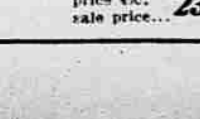
RICE BOILERS—1-quart size; regular price 34c; sale price **34c**



BIGGINS—2-quart size; regular price 35c; sale price **35c**



TEA POTS—2-quart size; regular price 23c; sale price **23c**



COFFEE POTS—2-quart size; regular price 27c; sale price **27c**



COFFEE BOILERS—4-quart size; regular price 40c; sale price **40c**



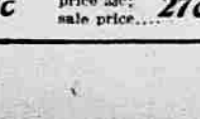
COFFEE BOILERS—4-quart size; regular price 40c; sale price **40c**



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Attend the Annual Discount Sale of Cut Glass, Bric-a-Brac, Silverware, Etc.

SIX days more and this annual event will be brought to a close—see that you do not overlook the great saving opportunity it affords. Thousands of decorative and useful articles are subjected to big discounts. Read on.

20% Discount

On every piece of Hollow Silver-plated Ware we have in stock, and all our Open Stock Dinnerware. These two lines include immense quantities of staple and standard goods, the newest and most desirable patterns. The reduction of one-fifth is made from the plainly marked prices.

25% Discount

On our entire stock of rich American Cut Glass, Jardinières, Pedestals, Teplitz Vases, Groups and Figures, Fancy Glass and Metal Vases, gold-plated, Bric-a-Brac, Gold Clocks and a large selection of Chamber Sets. These lines embrace several thousand dollars' worth of high-class goods. The discount of one-fourth is deducted from the plainly marked prices.

33% Discount

On all Beer Steins, odds and ends of American Cut Glass, Hand-carved Ivories, Silver Novelties, Italian Marble Busts, Pedestals, Vases and a few minor articles. A reduction of 1/3 is made from the plainly marked prices.

50% Discount

On our superb collection of Antiques from Nuremberg, articles designed for table use and decorative purposes, including Metal Plates, Wine Coolers, Beer Steins, Wall Plaques, Bronze Busts, Electrics, etc. In addition, we offer immense lines of Bric-a-Brac, Fancy Vases, Chocolate Tete-a-Tete and Ice Cream Sets, Fish and Game Sets, at the same discount, 1/2 off.

On every piece of Hollow Silver-plated Ware we have in stock, and all our Open Stock Dinnerware. These two lines include immense quantities of staple and standard goods, the newest and most desirable patterns. The reduction of one-fifth is made from the plainly marked prices.

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On our entire stock of rich American Cut Glass, Jardinières, Pedestals, Teplitz Vases, Groups and Figures, Fancy Glass and Metal Vases, gold-plated, Bric-a-Brac, Gold Clocks and a large selection of Chamber Sets. These lines embrace several thousand dollars' worth of high-class goods. The discount of one-fourth is deducted from the plainly marked prices.

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